

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
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(716) 634-4179
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JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

To:	RJR ACCOUNT #: #081120	cc:	K. JURGENSEN
	MR. C. POLINO	cc:	
	BUFFALO TOBACCO		
FAX #:	(716) 883-0752		

PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	30
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

PRODUCT PO # N/ADISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$1,344.64	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
24	NO. OF DISPLAYS ON CUSTOMER LIST
\$56.00	PACKING PAYMENT (\$14.00 X 4 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
6	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE / DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 2

DATE: 98-07-07

TIME: 01:05 PM

WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TOEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	624663	A-PLUS #60839	1301 HERTEL AVE	BUFFALO	NY	14216	1		0362-0102	047514	(716)873-7005
162601	162626	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	1				(716)871-8771
162601		259488	BUFFALO TOBACCO PRD	202-208 RHODE ISL	BUFFALO	NY	14213	1				(716)883-9250
162601	162629	783573	THE CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1				
162601	162626	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FALLS	NY	14304	1				(716)297-6085
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1		0362-0102		
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	4	NYS			(716)883-6277
162601	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	2	NYS			(716)683-4722
162601	162623	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1	NYS			(716)668-7545
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14215	1				(716)836-1314
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1		0362-0102		(716)881-1557
162602	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	NYS			(716)937-9931
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	2	NYS			(716)895-9201
162602	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1	NYS			(716)681-8251
162603		829105	BAJA GROUP, INC.	EAST AURORA MOBIL	EAST AURORA	NY	14052	1				
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	1				(716)892-2427
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	2	NYS			(716)674-4545
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)825-2222

PAGE BREAK TOTAL ACCOUNTS 18 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 18 TOTAL QUANTITY 24

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We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

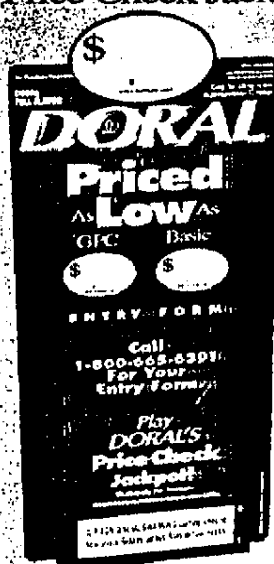
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.



**Easel Card
w/Entry Forms**



Wobbler



**Counter
Display
(40 packs
per display)**

Additional Support Pieces:*

**Pack Outlet
Small Paster**

**Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee**

*Adhesive numbers and a pricing pen will be included for you to price the materials.